

HEARTLAND FINANCIAL USA, INC.

	CPP Disbursement Date 12/19/2008	RSSD (Holding Company) 1206546	Number of Insured Depository Institutions 1		
Selected balance and off-balance sheet items	2009 \$ millions	2010 \$ millions	%chg from prev		
Assets	\$448	\$474	5.9%		
Loans	\$277	\$322	16.3%		
Construction & development	\$27	\$20	-28.0%		
Closed-end 1-4 family residential	\$35	\$32	-8.7%		
Home equity	\$13	\$12	-10.4%		
Credit card	\$0	\$0			
Other consumer	\$3	\$2	-21.0%		
Commercial & Industrial	\$43	\$104	139.9%		
Commercial real estate	\$117	\$107	-8.5%		
Unused commitments	\$121	\$91	-24.5%		
Securitization outstanding principal	\$0	\$0			
Mortgage-backed securities (GSE and private issue)	\$57	\$44	-22.9%		
Asset-backed securities	\$0	\$0			
Other securities	\$49	\$54	10.9%		
Cash & balances due	\$10	\$9	-16.2%		
Residential mortgage originations					
Closed-end mortgage originated for sale (quarter)	\$0	\$51			
Open-end HELOC originated for sale (quarter)	\$0	\$0			
Closed-end mortgage originations sold (quarter)	\$0	\$52			
Open-end HELOC originations sold (quarter)	\$0	\$0			
Liabilities	\$400	\$421	5.2%		
Deposits	\$359	\$392	9.3%		
Total other borrowings	\$39	\$26	-33.5%		
FHLB advances	\$18	\$18	0.0%		
Equity					
Equity capital at quarter end	\$48	\$53	11.0%		
Stock sales and transactions with parent holding company (cumulative through calendar year)	\$4	\$0	NA		
Performance Ratios					
Tier 1 leverage ratio	9.2%	9.6%	--		
Tier 1 risk based capital ratio	12.2%	12.4%	--		
Total risk based capital ratio	13.5%	13.5%	--		
Return on equity ¹	6.3%	11.9%	--		
Return on assets ¹	0.7%	1.4%	--		
Net interest margin ¹	3.9%	4.3%	--		
Coverage ratio {(ALL+Alloc transfer risk)/Noncurrent loans}}	37.4%	30.3%	--		
Loss provision to net charge-offs (qtr)	126.8%	62.8%	--		
Net charge-offs to average loans and leases ¹	1.3%	2.2%	--		
¹ Quarterly, annualized.					
	Noncurrent Loans		Gross Charge-Offs		
Asset Quality (% of Total Loan Type)	2009	2010	2009	2010	
Construction & development	8.2%	7.7%	2.5%	1.8%	--
Closed-end 1-4 family residential	3.3%	3.2%	0.3%	0.7%	--
Home equity	1.1%	1.8%	0.2%	0.2%	--
Credit card	0.0%	0.0%	0.0%	0.0%	--
Other consumer	2.9%	0.9%	1.8%	0.3%	--
Commercial & Industrial	0.8%	0.4%	0.1%	0.2%	--
Commercial real estate	8.8%	8.3%	0.0%	0.9%	--
Total loans	5.2%	3.9%	0.4%	0.6%	--